

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 711750  
**Alt Order #:** 6305693  
**Product Desc:** FRIENDS OF C MACK  
**Estimate:** 455  
**Flight Dates:** 09/10/12 - 09/13/12  
**Original Date / Rev:** 09/05/12 / 09/05/12  
**Order Type:** Political

WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** McLaughlin & Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 566 South Route 303  
 Blauvelt, NY 10913

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Mack, C/ R / Senate  
**Demographic:** A65+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/13/12	14	\$4,735.00	\$4,024.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$4,735.00	\$4,024.75	0.00
<b>Totals</b>	<b>14</b>	<b>\$4,735.00</b>	<b>\$4,024.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	26%	\$4,735.00
Market	100%	\$18,211.54

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	44%	\$8,013.08
WJXX	2%	\$364.23
WTEV	28%	\$5,099.23

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/10/12	09/11/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MT-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		2				\$80.00		0.00			
E 2	WTLV	09/10/12	09/11/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	MT-----		2				\$225.00		0.00			
E 3	WTLV	09/12/12	09/13/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--WT---	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WT---		2				\$275.00		0.00			

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 Estimate: 455

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	09/10/12	09/13/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWT---	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWT---		4			\$450.00			0.00			
E 5	WTLV	09/10/12	09/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1			\$450.00			0.00			
E 6	WTLV	09/12/12	09/12/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	--W----	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W----		1			\$525.00			0.00			
E 7	WTLV	09/11/12	09/13/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	-T-T---		2			\$400.00			0.00			
													Totals	14	\$4,735.00